

8 - 320-3230 E. Mars



COLLEEN B. HERNDON

7.22.02

Rick & Roger:

Attached please find the advertising piece for our conversation on Tuesday at 2pm. We have tested this piece in focus groups and plan to do quantitative research as well.

As you can see, the piece highlights certain sections of our website and has a "booklet" (which will be glued in) that provides the reader with more information in those sections of our website.

Specifically, I am looking for your guidance on the health issues section topic areas and the information we have extracted for the booklet.

I will give you more background when we discuss tomorrow.

Thanks! Colleen

If you could return this piece to me after we discuss - Thanks!

Mon: 12-3 PM: Rego + Beck + Collier
 Thu. 2:30 - 3 PM: E. Hartman -> 1209?

Bo Shale ~~now~~ /spouse

(out of town) No. 18: USA Today
 2002

If you could return this piece to me after we discuss - thanks!
 Thanks!
 When we discuss formatters.
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